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ABSTRACT

The available Maryland higher education market population is analyzed. Actual and projected births, patterns of high school enrollment and graduation, and the out-of-state migration of high school graduates are discussed. Trends in University of Maryland Baltimore County enrollment indicated a shift in the major fields of study preferences toward law, medicine, and psychology. The most significant factor in the entering freshmen selection of UMBC was its academic reputation and special programs. (Author)

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AN ANALYSIS OF RECRUITMENT AND ENROLLMENT
AT THE UNIVERSITY OF MARYLAND BALTIMORE COUNTY

U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

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October 1974

REPORT ON RECRUITMENT AND ENROLLMENT
OFFICE OF INSTITUTIONAL RESEARCH

MARKET SEGMENT

The analysis of our available market population must take account of such factors as: actual and projected births, high school enrollment, high school graduates, migration patterns, and college enrollment and survival rates. The Maryland birth rate has declined 15% in the last 10 years from a high of 79,000 in 1964 to a low of 67,000 in 1973. The Maryland Department of Planning estimates that the state will have a 1% reduction in births per year through 1975 (Table 1). The Maryland State Department of Education projects a peak of 62,000 high school seniors in 1980 compared to an actual 51,500 in the class of 1972 (Table 2). In the Baltimore SMSA (comprised of Baltimore City and Baltimore, Anne Arundel, Harford, and Howard Counties), from which we attract 95% of our student body, all of the areas will have a significant percentage decline in H.S. seniors between 1976 and 1980 (Tables 2, 3). Howard County has the highest percentage increase in each of the periods (Table 3).

The Maryland State Department of Education estimates that 49.3% of the H.S. seniors (public) continue their education (Table 4). The noteworthy finding is that this percentage peaked in 1970 and is now declining. The number of actual and projected public H.S. graduates continuing is as follows: Actual 1972 - 25,773; Projected 1976 - 30,500; Projected 1980 - 31,000 and Projected 1983 - 28,450. Private and parochial high schools currently graduate approximately 6,000 students each year. In the past two years, for which data are available, the continuation rate for white graduates averaged 49% and blacks 30% (Table 4).

The U.S. Office of Education estimates that nationally 90-95% of the fall first-time college entering class is composed of the June H.S. graduates and that these groups will decline in 1976-78. Contrary to this national trend, UMBC fall first-time entering classes in 1971-74 contained 66% June H.S. graduates (Table 6). Almost 13% of our entering class transfer from community colleges (Table 6), while the state wide community college system indicates a state wide Associate of Arts transfer rate of 6% (Table 7). In Fall 1972 there were 3,006 Maryland AA transfers, UMBC attracted 265 (8.8%) of the available market segment.

A survey of all Maryland Community Colleges conducted in May 1973 (Table 7) revealed that the median age was 22 while 48% of their students were over 22 years old. This means that almost half of the students are beyond the age normally associated with graduation from a four-year college or university. Our own demographic data reveal a median age of 22 while 26% of our students are over 22 years old. The percentage over 22 years old by type of student is as follows: Readmits - 50%, Specials - 86%, Transfer Students - 47%, Freshmen - 5%. The older Maryland resident and the community college transfer is a significant source of students for UMBC. The community colleges project a 5% annual growth in enrollments while the Regional Planning Council projects a 20% growth in the 15-24 years old population in the Baltimore SMSA by 1980 (Table 8,9).

With a market potential of 40,000 (25,000 H.S. seniors, 6,000 Private, 9,000 Transfer) state-wide, what are the intervening factors in our attempts to attract more students?

MARKET INTERVENING FACTORS

The market factors can be viewed best in the context of the national and regional trends in higher education and the constraints in the Maryland system (see Maryland Council and American Council on Education in bibliography). Nationally, private college enrollment is declining while public enrollment is shifting from full-time to part-time. Fall part-time (less-than-9 credit hours) third week enrollment at UMBC for the last 3 years is as follows: 1972 - 6.6%, 1973 - 7.9%, and 1974 - 12.0%. Spring part-time enrollment at UMBC for the last 3 years is as follows: 1972 - 9.6%, 1973 - 10.0%, and 1974 - 12.3%. Dr. Garland G. Parker, Vice Provost for Admissions and Records at the University of Cincinnati, in his annual survey of enrollment, revealed that part-time enrollment in the 1416 institutions increased 5.9% to 22.6%. He noted that the community college part-time enrollment increased 20.6% in 1973 to account for 58.3% of their enrollment. In the national surveys less than 12 hours was the part-time criterion. When the UMBC enrollment data are subjected to the 12-hour part-time criterion, over a third of our students were taking between 9 and 12 hours in 1972, 1973 and 1974 (see Tables D1 through D12 in the UMBC Factbook).

Another factor to be considered is the impact of transfer and community college students (see Statewide Master Plan in bibliography). In 1971 transfer students comprised 27.1% of our students and in 1974 they comprise only 19.2% (Table 6). Transfers from four-year colleges (4%) and College Park (7%) have remained in proportion to our growth while our community college transfers have declined from 15% to 8% (Table 6). Two factors account for this: first, the Statewide Master Plan policy that specifies that community college students cannot transfer to the University of Maryland until they have completed 60 hours; and second, the contention of many would-be transfers to UMBC that too many of the courses completed elsewhere could not be transferred to UMBC because they were unacceptable. If UMBC intends to increase its share of the community college market, which will constitute a large share of those available, (and Dr. Gardner's survey indicates that 56% of these students are in the AA transfer programs) greater attention must be paid to the problems of the transfer student (see the definitive articles by J. R. Hills and E. I. Holmstrom).

The State of Maryland suffers from a statewide college student migration out of the state similar to the condition in 15 other states. The U.S. Office of Education revealed in its Survey of Residence and Migration of College Students, Fall 1968 and 1972, that Maryland was the fifth largest exporter in the nation (35,324) in 1968 and the fourth largest in 1972 (39,300 estimate). Maryland has been attracting 20,000 to 25,000 out-of-state students but the net loss each year is 15,000.

In a national survey of entering freshmen, UMBC freshmen along with their counterparts state that 'academic reputation', 'low cost', and 'special program offerings' were the factors which influenced their decisions to attend a particular college (Table 10). In a 1973 survey of the college-bound Maryland H.S. seniors (55,000) the Maryland State Department of Education found that a third of the 23,000 respondents intended to attend an out-of-state college, a fourth of the in-state respondents would attend the University of Maryland, almost half would go to community colleges, a sixth would go to state colleges, and 7% would go to private colleges. In

their December follow-up survey of those actually enrolled, in 1970 through 1972, over 58% were in four-year colleges or universities and 30% were in community colleges (Table 12). There were wide disparities in the number wishing to attend out-of-state schools. In all the more urban affluent counties, except Baltimore City, 20% to 30% of the students wanted to attend out-of-state schools (Table 11). Those who can afford an alternative to the Maryland system express a desire to attend school in other states.

A review of the college preferences of Maryland college-bound H.S. seniors who took the College Board exams last year indicate that the Universities of Virginia, Delaware, Penn State, and Duke were the top attractions (Table 13). Informal discussions with admissions personnel at these institutions reveal that Business Administration, Law, and Health Professions are the most chosen intended majors of their incoming freshman class. Discussions with business leaders in Baltimore reveal that business graduates of several of these schools earn a higher starting salary than graduates of any Maryland institution. Law and Health out-migration may be the result of lack of space within Maryland.

The reasons for selecting a particular school are not only affected by the reputation of the institution, its costs, or curricula but also by who assists the student in making that decision. The Maryland statewide survey of H.S. seniors confirms that parents and friends who attend that school account for two thirds of the influence in their decision (Table 14). In that same survey black students' decisions are influenced more by high school counselors and college recruiters than their white counterparts.

The report on the Maryland state H.S. seniors reveals that their most frequently chosen intended majors are Social and Biological Sciences (Table 15). However, those results may be misleading since they contain Maryland students who attend out-of-state schools. On the contrary, in the Freshman National Norms Survey our freshmen reveal that over a third of them were attracted to UMBC because of its excellence in the Health Professions and the Biological Sciences curricula (Table 16).

In response to our request the Maryland State Department of Education prepared tables of college preferences by county and college. Table 17 reveals that in Maryland 40% of the students whose parents have only a high school education prefer community colleges but only 27% of those with a college education. Numerically, almost 3 times as many college educated parents of students in the state prefer out-of-state schools as high school educated parents. In Prince Georges county and in Baltimore City the University of Maryland was the marginal (less than 30%) preference of the students of college educated parents. Only in Somerset County, home of UMES, was the university the major choice of high school educated parents. In all counties except the lower Eastern Shore the less educated parents choose the community college or the out-of-state school (Table 17).

The May 1971, 1972 and 1973 surveys of Maryland H.S. seniors revealed that Baltimore SMSA community colleges (Anne Arundel, Essex, Catonsville, Howard, and Harford) were preferred by the seniors in this SMSA from a ratio of 10 to 1 (Harford) to 2 to 1 (Howard, Baltimore City and Baltimore County). Only in Baltimore City and Baltimore County was UMBC more popular than UMCP (Table 18). In 1973 the statewide preference rank of UMBC went from seventh to fifth (Table 19). Within the BSMSA counties we still rank behind UMCP in Anne Arundel, Harford and Howard counties, preceded by their community colleges, out-of-state schools, and UMCP (Table 19). The attraction of UMCP for Howard and Anne Arundel county seniors is partially explained by their preference for the closest state school but Harford County students must be by-passing UMBC because we lack certain desired curricula.

The enrollment show-up yield from UMBC applicants in 1974 increased 10% over last year's yield and the overall enrollment show-up rate went from 62% (Table 21) to 65%. The increase was the result of a 7% increase in the freshman enrollment, a 100% increase in the readmission of former UMBC students, and a 8% increase in enrollment of special non-degree students. These gains in enrollment were offset by a decline of 21% in the enrollment of transfer students. Our enrollment of community college transfer students declined 31% while transfers from UMCP and UMES declined

15% and state college transfers declined almost 10%. The enrollment increases can be partially explained by the divisional programs of pre-enrollment letters and campus visits for freshmen and the telephone campaign to re-enroll UMBC stopouts. The decline in transfer student enrollment is coupled with a 20% decline in applications from this admission source (Table 21).

FACTORS RELATED TO NOT ENROLLING

To determine some of the factors related to not enrolling after admission to UMBC we mailed a short questionnaire to a quota (66%) sample of the non-enrollees for the class of 1973. We received 461 (37%) usable questionnaires. Of those responding 81% had entered another school and 19% were employed (Table 22). Almost a fourth of those who enrolled elsewhere went to out-of-state schools (Table 23), a lightly lower rate than the statewide rate (Tables 11, 13, 17, 18, 19). Over a third of those non-enrollees who indicated UMBC as their first choice went to community colleges, while those who do not indicate a primary preference for UMBC went into state colleges and universities (Table 24). The largest segment of this group went to private universities. The overall rank of the other schools indicates Towson and UMCP as their top public-institution choices and Loyola as their top private choice (Table 25). Business Administration was the major most cited as not available at UMBC and thus a reason for not coming (Table 26, 26A, 28) but this kind of instruction and others of interest to them actually are available at UMBC either as programs, pre-majors, or options. Our need clearly is to tell people effectively what we offer.

We noted earlier (Table 10) that academic reputation and special program offerings were significant factors in college preferences of entering college freshmen. In Table 27 we see that those same factors were operating among those who did not come to UMBC, and that the desire to remain at home and attend a school close to home was a factor. Another major reason for going to another school rather than UMBC was the freshmen registration experience. The aversive factor was the inability to register for the courses they selected or desired.

Aside from the 17 to 24 year old market segment of non-enrollees, UMBC is a primary choice among older applicants, Baltimore City residents, non-white, and married applicants (Table 29 thru 33). But the attractive features of UMBC for these segments have aversive factors which keep the applicant from enrolling. UMBC would need some form of day care for the older, married student, increased financial assistance and a more extensive transportation service for the Baltimore City resident. Without some of these efforts UMBC may continue to lose some applicants who are unable to overcome the aversive factors in higher education.

CONCLUSIONS

There is more than an adequate source of UMBC applicants in Maryland. Increasing the yield from this market segment will require the continued development of programs of excellence. It will also require the type of attraction and attention that is in the Biological Sciences letter and campus visitation program. The success of our orientation program is in its ability to present UMBC to the greatest possible source of community exposure. Our increased enrollment this fall may lull us into a complacency that overlooks the fact that our recruitment efforts have not been successful in all segments of the market. The U.S. Educational Statistics Digests indicate increased college enrollment in every period of high unemployment since 1956. The problem for UMBC is now the retention of these students when viable employment opportunities present themselves.

Table 29 PREFERENCE FOR UMBC BY AGE GROUPS

AGE	NUMBER	PERCENTAGE PREFERENCE FOR UMBC	
		1st CHOICE	2nd CHOICE
18 and Under	180	22.2	77.8
19	95	29.5	70.5
20	51	45.1	64.9
21	18	66.7	33.3
22	18	83.3	16.7
23 THRU 29	56	71.4	28.6
30 THRU 39	20	90.0	10.0
40 THRU 49	5	80.0	20.0
50 THRU 62	3	100.0	

Table 30 PREFERENCE FOR UMBC BY RESIDENCE AREA

RESIDENCE AREA	NUMBER	PERCENTAGE PREFERENCE FOR UMBC	
		1st CHOICE	2nd CHOICE
RURAL	53	35.8	64.2
SUBURBAN	271	38.0	62.0
BALTIMORE CITY	122	50.0	50.0

Table 31 PREFERENCE FOR UMBC BY RACE

RACE	NUMBER	PERCENTAGE PREFERENCE FOR UMBC	
		1st CHOICE	2nd CHOICE
WHITE	386	38.3	61.7
NON-WHITE	60	58.3	41.7

Table 32 PREFERENCE FOR UMBC BY MARITAL STATUS

STATUS	NUMBER	1st CHOICE	2nd CHOICE
MARRIED	84	76.2%	23.8%
SINGLE	362	32.9%	67.1%

Table 33 SIGNIFICANT VARIABLES CORRELATED
TO PREFERENCE TO ATTEND UMBC

VARIABLE	CORRELATION COEFFICIENTS 1/
YEAR GRADUATED FROM H.S.	-.4579
AGE	.4475
CURRENTLY ATTENDING ANOTHER SCHOOL	-.4152
MARITAL STATUS	.3335
TYPE OF SCHOOL ATTENDING	.2504
DESIRE FUTURE CONTACT WITH UMBC	.2306
DECISION TO REMAIN IN-STATE	.2194
RACE OF STUDENT	.1180 2/

1/ SIGNIFICANT AT THE .001 LEVEL EXCEPT, AS NOTED.

2/ SIGNIFICANT AT THE .005 LEVEL.

Table 26. TOP TEN OTHER SCHOOL MAJORS and
CAREER GOALS

	<u>PERCENTAGE %</u>
BUSINESS ADMINISTRATION	14.4
HEALTH PROFESSIONS	14.2
BIOLOGICAL SCIENCES	9.2
EDUCATION	9.1
SOCIAL SCIENCES	8.0
PSYCHOLOGY	6.1
PHYSICAL SCIENCE	3.7
ENGINEERING	3.5
FINE ARTS	3.2
PRE-LAW	2.7

Table 27 PRIMARY REASONS FOR NOT ATTENDING UMBC

<u>REASONS</u>	<u>NUMBER</u>	<u>PERCENTAGE %</u>
WENT TO MY 1st CHOICE SCHOOL	138	29.9
UMBC DOES NOT HAVE MY MAJOR	127	27.5
FRESHMAN REGISTRATION EXPERIENCE	112	24.3
WENT TO THE CLOSEST SCHOOL	105	22.8
PERSONAL PROBLEMS	51	11.1
INADEQUATE FINANCIAL AID-UMBC	49	10.6
CONFLICT WITH JOB HOURS	48	10.4
MARRAIGE	43	9.3
LACK OF DORMITORY ROOMS	39	8.5
POOR HEALTH	38	8.2
MILITARY SERVICE	36	7.8
LACK OF PARENTS FINANCE	30	8.5
CORRESPONDENCE WITH UMBC	24	5.2

Table 28 MAJORS MOST CITED AS NOT AVAILABLE
AT UMBC

BUSINESS ADMINISTRATION	26.0%
EDUCATION	15.7%
HEALTH PROFESSIONS	11.0%
FINE ARTS	6.3%
BIOLOGICAL SCIENCES	3.9%
SOCIAL SCIENCES	3.9%

Table 22 PURSUIITS OF NON-ENROLLEES
CLASS OF 1973

<u>PURSUIITS</u>	<u>NUMBER</u>	<u>PERCENTAGE %</u>
EMPLOYMENT	87	18.9
IN SCHOOL (Part-time)	25	5.6
IN SCHOOL (Full-time)	348	75.5

Table 23 LOCATION OF NON-ENROLLEES
WHO ENROLLED ELSEWHERE

IN-STATE	76.7%
OUT-OF-STATE	23.3%

Table 24 PREFERENCE FOR UMBC AMONG
NON-ENROLLES BY TYPE OF OTHER SCHOOL ATTENDING

TYPE OF SCHOOL ATTENDING	NUMBER	PERCENTAGE PREFERENCE FOR UMBC		
		1st CHOICE	2nd CHOICE	3rd C
TWO YEAR COLLEGE (Public)	67	58.2	35.8	6.0
TWO YEAR COLLEGE (Private)	3	66.7	33.3	
STATE COLLEGES	83	34.9	51.8	13.3
UNIVERSITY (Public)	110	27.3	53.6	19.1
UNIVERSITY (Private)	100	17.0	53.0	30.0
TOTAL	363	32.2	49.6	18.2

Table 25 TOP TEN OTHER SCHOOL CHOICES

TOWSON STATE	16.3%
UMCP	12.6%
LOYOLA COLLEGE	8.3%
CATONSVILLE CC	6.1%
UNIV. OF BALTIMORE	4.0%
JOHNS HOPKINS	3.7%
ESSEX CC	2.9%
COMM. COLL. OF BALTIMORE	2.7%
WESTERN MD. COLLEGE	2.4%
FROSTBURG STATE COLLEGE	1.9%

Table 26 PREFENCE FOR UMBC BY MAJORS MOST
CITED AS NOT AVAILABLE AT UMBC

MAJORS	NUMBER	PERCENTAGE PREFERENCE FOR UMBC		
		1stCHOICE	2nd CHOICE	3rd C
BUSINESS ADMINISTRATION	31	51.6	38.7	9.7
EDUCATION	19	42.1	47.4	10.5
HEALTH PROFESSIONS	14	21.4	78.6	
FINE ARTS	7	28.6	42.9	28.6
ENGINEERING	6	33.3	50.0	16.7
BIOLOGICAL SCIENCES	5	20.0	40.0	40.0

TABLE 21 APPLICANT MARKET YIELD BY TYPE OF APPLICANT, 1972-1974 1/

TYPE OF STUDENT	ENROLLED	DID NOT ENROLL	TOTAL APPLICANTS	% YIELD
<u>Class of 1972</u>				
New Freshmen	1370	965	2335	58.6
Transfer, State College	268	149	417	64.3
Transfer, From U of Md.	157	87	244	64.3
Transfer, Comm. Coll.	423	257	680	62.2
Special Student	402	140	542	74.2
UMBC Readmit	308	62	370	83.2
TOTAL - Average	2928	1660	4588	63.8
<u>Class of 1973</u>				
New Freshmen	1446	1193	2639	45.9
Transfer, State College	273	188	461	59.2
Transfer, From U of Md.	146	81	227	64.3
Transfer, Comm. Coll.	404	209	613	65.9
Special Student	630	147	777	81.1
UMBC Readmit	252	84	331	75.0
TOTALS - Average	3151	1902	5053	62.4
<u>Class of 1974</u>				
New Freshmen	1550	1146	2696	57.5
Transfer, State College	247	160	407	60.7
Transfer, From U of Md.	124	70	194	63.9
Transfer, Comm. Coll.	277	167	444	62.4
Special Student	680	163	843	80.6
UMBC Readmit	510	93	603	84.6
TOTALS- Average	3388	1799	5187	65.3

1/ Pending Applications Included in Totals.
Rejected Applications Excluded in Totals.

Table 20-ANALYSIS OF NEW STUDENT ADMISSIONS
BY SEMESTER APPLIED FOR

ENTERING CLASS	DID COME		DID NOT SHOW		TOTAL
	Number	Percentage	Number	Percentage	
Class of 1972					
Winter (712)	143		33	18.8	176
Spring (713)	467		144	23.6	611
Summer (714)	353		109	23.6	462
Fall (721)	1965		1374	41.4	3339
	<u>2928</u>	<u>64</u>	<u>1660</u>	<u>36</u>	<u>4588</u> 1/
Class of 1973					
Winter (722)	145		44	23.3	189
Spring (723)	636		198	23.7	834
Summer (724)	294		114	27.9	408
Fall (731)	2076		1546	42.7	3622
	<u>3151</u>	<u>62</u>	<u>1902</u>	<u>38</u>	<u>5053</u> 1/
Class of 1974					
Winter (732)	129		40	23.6	169
Spring (733)	805		159	16.5	964
Summer (734)	214		116	35.2	330
Fall (741)	2240		1484	39.8	3724
	<u>3388</u>	<u>65</u>	<u>1799</u>	<u>35</u>	<u>5187</u> 1/

1/ Admission Rejects Excluded

1973 'Rejects' = 476, 1972 'Rejects' = 400 1974 'Rejects' = 242

Includes 1973 'Pending' = 282

1972 'Pending' = 263

1974 'Pending' = 275

Table 19 MD. H.S. SENIOR COLLEGE PREFERENCE BY COUNTY, 1971, 1972, 1973 (RANKING)

COLLEGE	SOMERSET			TALBOT			WASHINGTON			WICOMICO			WORCHESTER		
	71	72	73	71	72	73	71	72	73	71	72	73	71	72	73
ALLEGANY							7	9	8	11	-	8	8	-	-
A.A.	-	-	9	-	8	9				-	10	-			
CATONSVILLE		8	-							-	10	8			
CECIL		-	-												
CHARLES	10	-	-	1	2	2				10	10	-	10	-	-
CHESAPEAKE	10	-	-							-	10	7	10	9	9
C.C. BALT.	10	-	-												
DUNDALK															
ESSEX															
FREDRICK				-	-	11	7	-	9						
GARRETT				9	-	-	1	1	1						
HAGERSTOWN															
HARFORD															
HOWARD				-	-	11	8	-	9						
MONT.	10	-	-												
PRINCE GEO.															
BOWIE	5	6	8	6	8	8				9	9	7	7	5	6
COPPIN															
FROSTBURG	10	8	-	9	6	7	6	4	5				6	8	8
MORGAN	6	-	5	8	5	10				8	7	7	6	8	5
ST. MARY'S	10	-	8	5	9	11	7	-	10	10	8	7	7	9	7
SALISBURY	3	3	3	6	4	6	8	8	9	2	2	2	2	2	2
TOWSON	8	-	-	9	8	10	5	6	6	6	6	6	8	7	6
JAMES	2	1	1	7	8	5				4	3	3	3	3	3
JMBC	9	7	7	9	9	10	9	7	7	7	8	5	9	8	8
JMCP	4	4	4	3	3	3	3	3	3	4	4	4	4	4	5
PRIVATE	7	5	6	4	7	4	4	5	4	5	5	4	5	6	4
OUT OF ST.	1	2	2	2	1	1	2	2	2	1	1	1	1	1	1

Table 19 MD. H.S. SENIOR COLLEGE PREFERENCE BY COUNTY, 1971, 1972, 1973 (RANKING)

COLLEGE	KENT			MONTGOMERY			PRINCE GEORGES			QUEEN ANNE			ST. MARY'S		
	71	72	73	71	72	73	71	72	73	71	72	73	71	72	73
ALLEGANY															
A.A.	-	7	-							6	6	5	-	10	-
CATONSVILLE	-	7	-										11	-	-
CECIL	-	7	-												
CHARLES															
CHESAPEAKE	1	2	2				13	13	10	1	1	1	4	4	4
C.C. BALT.													-	10	7
DUNDALK													10	10	-
ESSEX	-	-	7										-	10	-
FREDRICK															
GARRETT													-	10	9
HAGERSTOWN															
HARFORD															
HOWARD															
MONT.															
PRINCE GEO.															
BOWIE	6	6	-	2	2	2	10	9	8	7	-	-	11	-	9
COPPIN							1	1	1				10	10	7
FROSTBURG	5	5	7				7	6	5		5	7	9	9	7
MORGAN	8	7	5	5	5	5	4	7	4		7	8	7	10	5
ST. MARY'S	4		7		7	8	8	8	7		6	-	6	6	6
SALISBURY	-	4	6				9	10	8		8	6	2	1	2
TOWSON	8	6	7	6	6	7	11	11	9		4	3	8	8	7
UMES	7	6	5				6	5	6		7	3	10	7	6
UMBC	-	7	7	7	7	6	12	12	5		-	8	9	8	-
UMCP	3	6	4	3	3	3	2	3	2		-	8	10	9	7
UM BALT CITY											3	7	3	3	3
PRIVATE	3	3	3	4	4	4	5	4	4		5	4	5	5	8
OUT OF ST.	2	1	1	1	1	1	3	2	3		2	2	1	2	1

Table 19 MD. H.S. SENIOR COLLEGE PREFERENCE BY COUNTY, 1971, 1972, 1973 (RANKING)

COLLEGE	DORCHESTER			FREDRICK			GARRETT			HARFORD			HOWARD		
	71	72	73	71	72	73	71	72	73	71	72	73	71	72	73
ALLEGANY	12	-	9	10	8	8	6	4	6	13	8	12			
A.A.													3	3	3
CATONSVILLE															
CECIL															
CHARLES															
CHESAPEAKE	4	5	7							10	11	11	13	12	13
C.C.BALT.	11	8	-							11	10	8			
DUNDALK															
ESSEX															
FREDRICK				1	1	1									
GARRETT				6	6	6	1	2	2	12	9	8			
HAGERSTOWN										1	1	1			
HARFORD													2	2	2
HOWARD				8	9	9				11	10	14			
MONT.															
PRINCE GEO.															
BOWIE	3		6	11	11	9				12	10	12	12	9	11
COPPIN	12		8	5	4	5									
FROSTBURG	10	10	8				3	3	3	6	5	7	7	8	7
MORGAN	5	4	4	11	11	10				8	7	9	10	11	9
ST. MARY'S	10	10	8	9	10	11	-	5	7	7	7	11	10	12	10
SALISBURY	3	3	3	10	11	9	-	5	7	7	4	3	9	10	12
TOWSON	7	7	8	7	7	7	-			5			8	7	8
UMES	8	7	5							12	12	10			
UMBC	9	9	8	11	11	9	-	-	-	9	6	6	5	5	5
UMCP	2	2	2	3	3	4	4	3	4	4	3	5	4	4	4
UM BALT CITY	12														
PRIVATE	6	6	4	4	5	3	5	5	5	3	3	4	6	6	6
OUT OF ST.	1	1	1	2	2	2	1	2	1	2	2	2	1	1	1

Table 19 MD. H.S. SENIOR COLLEGE PREFERENCE BY COUNTY, 1971, 1972, 1973 (RANKING)

COLLEGE	CALVERT		CAROLINE		CARROLL		CECIL		CHARLES	
	71	72	71	72	71	72	71	72	71	72
ALLEGANY	11	10	-	8	11	-	10	9	-	10
ANNE ARUNDEL	8	-	8	-	-	-	-	-	-	-
ARMISTEAD	10	10	-	-	2	2	-	9	-	11
CECIL	11	9	2	2	9	10	2	2	1	2
CHARLES	11	-	-	2	-	-	-	-	8	8
HESAPEAKE	11	-	-	10	9	10	11	-	7	-
ST. LOUIS	13	10	-	-	3	4	5	-	-	10
ST. MARY'S	12	9	-	10	-	-	-	-	-	-
ST. PETER'S	11	10	-	10	13	-	10	4	6	7
ST. RICHARD'S	4	2	-	-	-	-	-	-	10	-
ST. VINCENT	5	7	6	10	-	-	-	8	4	4
ST. JOSEPH'S	10	10	7	-	7	7	6	7	9	6
ST. JOHN'S	12	10	7	9	14	11	9	7	8	5
ST. MARY'S	7	3	5	5	12	8	10	-	7	6
ST. MICHAEL'S	10	6	3	3	10	9	8	6	5	4
ST. ALBANS	12	10	7	-	6	6	5	5	10	5
ST. ANDREW'S	8	6	7	-	6	4	4	8	5	8
ST. JAMES	6	4	6	7	8	8	7	-	-	7
ST. JAMES	11	8	-	-	5	5	3	9	-	3
ST. JAMES	2	3	4	4	5	5	5	3	3	3
ST. JAMES	9	5	7	6	4	3	2	6	6	4
ST. JAMES	3	1	7	1	1	1	1	1	2	2
ST. JAMES	1	1	1	1	1	1	1	1	1	1

Table 19 MD. H.S. SENIOR COLLEGE PREFERENCE BY COUNTY, 1971, 1972, 1973 (RANKING)

COLLEGE	ST. OF MARYLAND			ALLEGANY			ANNE ARUNDEL			BALTIMORE CITY			BALTIMORE COUNTY		
	71	72	73	71	72	73	71	72	73	71	72	73	71	72	73
ALLEGANY	13	13	15	1	1	1	-	13	12						
A.A.	9	8	9	6	-	9	1	1	1						
CATONSVILLE	6	7	8	7	-		10	10	9	10	11	10	2	3	3
CECIL	19	20	21												
CHARLES	18	18	19												
CHESAPEAKE	17	18	19	7	7	11									
C.C. BALT.	6	9	10				10	11	14	1	1	1	9	9	10
DUNDALK	19	21	21							9	9	8	12	10	8
ESSEX	8	6	6										3	2	2
FREDRICK	13	16	16												
GARRETT	20	16	23	9	6	10									
HAGERSTOWN	14	14	13	6	8	7							14		
HARFORD	12	12	12												
HOWARD	18	19	18												
MONT.	3	3	3				13	12	11						
PRINCE GEO.	5	4	7												
BOWIE	16	15	17				11	9	13	11	10	11			
COPPIN	15	17	20								8	9			
FROSTBURG	11	11	10	3	3	3	7	7	6	12	12	13	10	8	9
MORGAN	10	10	11				8	8	8	3	2	3	14	11	12
ST. MARY'S	16	17	17				9	10	10				13	12	13
SALISBURY	13	13	14				12	12	10				11	12	11
TOWSON	6	5	6	8	7	6	6	6	7	7	6	7	5	7	4
UMES	17	18	8					15			14	13			
UMBC	7	7	5	9	9	8	5	5	4	14	5	4	7	5	6
UMCP	2	2	2	4	4	4	3	3	3	4	4	5	4	6	7
UM BALT CITY	19	20	22				12	14	14	13	13	12			
PRIVATE	4	4	4	5	5	5	4	4	5	5	7	6	6	4	5
OUT OF ST.	1	1	1	2	2	2	2	2	2	2	3	2	1	1	1

MD. H.S. SENIOR COLLEGE PREFERENCE BY COUNTY, 1971, 1972, 1973 (PERCENTAGES)

COUNTY	SOMERSET			TALBOT			WASHINGTON			WICOMICO			WORCESTER		
	71	72	73	71	72	73	71	72	73	71	72	73	71	72	73
CHOICE															
ALLEGANY															
A.A.															
CATONSVILLE	.0	.0	.9	.0	2.5	1.6	.7	.1	.7	.5	.0	.3	1.1	.0	.0
CECIL	.0	.8	.0							.0	.6	.0			
CHARLES	.8	.0	.0							.0	.6	.3			
CHESAPEAKE	.8	.0	.0												
C.C. BALT.	.8	.0	.0	30.5	21.7	24.4				1.1	.6	.0	.5	.0	.0
DUNDALK										.0	.6	1.1	.5	1.2	.6
ESSEX															
FREDERICK				.0	.0	.5	.7	.0	.2						
GARRETT															
HAGERSTOWN				1.0	.0	.0	45.5	49.9	48.6						
HARFORD															
HOWARD															
MONT.	.8	.0	.0	.0	.0	.5	.5	.0	.2						
PRINCE GEO.															
BOWIE	5.9	2.5	1.8	4.8	2.5	2.0				1.6	.9	1.1	1.7	6.0	3.1
COPPIN															.6
FROSTBURG	.8	.8	.0	1.0	4.5	3.0	3.4	4.6	3.9				2.8	1.8	1.2
MORGAN	5.1	.0	5.4	1.9	7.0	1.0				2.1	3.0	1.1	2.3	1.8	5.0
ST. MARY'S	.8	.0	1.8	5.7	.6	.5	.7	.0	.1	1.1	1.8	1.1	1.7	1.2	2.5
SALISBURY	12.7	21.8	11.7	4.8	7.6	6.7	.5	.5	.2	19.0	27.1	28.7	18.2	26.8	22.5
TOWSON	1.7	.0	.0	1.0	2.5	1.0	3.7	3.5	2.6	2.9	3.7	1.5	1.1	4.2	3.1
UM ES	27.1	37.0	33.3	2.9	2.5	7.3									
UMBC	1.6	1.7	2.7	1.0	.6	1.0	.1	.6	1.0	7.2	7.3	8.5	17.0	1.5	20.0
UM CP	7.6	5.9	9.0	14.3	10.2	11.4	11.4	9.1	6.0	2.7	1.8	3.8	.6	1.8	1.2
UM BALT.CY.										8.8	7.0	5.0	12.5	7.1	5.0
PRIVATE	4.2	5.0	4.5	7.6	3.1	7.8	6.4	4.4	4.9	6.4	4.8	5.0	4.0	4.8	6.2
OUT OF ST.	28.8	24.4	28.8	23.8	34.4	31.1	24.8	25.0	28.8	44.7	38.4	41.3	36.4	28.0	28.8
# RESPONSE	118	119	111	105	157	193	561	593	701	374	328	341	176	168	160

MD. H.S. SENIOR COLLEGE PREFERENCE BY COUNTY, 1971, 1972, 1973 (PERCENTAGES)

COUNTY CHOICE	KENT			MONTGOMERY			PRINCE GEORGE			QUEEN ANNE			ST. MARY'S		
	71	72	73	71	72	73	71	72	73	71	72	73	71	72	73
ALLEGANY															
A. A.	.0	1.2	.0							2.6	4.0	4.1	.0	.5	.0
CATONSVILLE	.0	1.2	.0										.6	.0	.0
CECIL	.0	1.2	.0												
CHARLES							.1	.6	.5						
CHESAPEAKE	35.2	20.7	20.0							38.5	37.3	37.8	5.6	13.0	9.2
C.C. BALT.													.0	.5	1.4
DUNDALK										1.2			1.2	.5	.0
ESSEX	.0	.0	1.1							.0	.5	.0	.0	.5	.0
FREDERICK															
GARRETT										.0	.5	.7	.0	.5	.7
HAGERSTOWN															
HARFORD															
HOWARD															
MONTGMY.							.9	1.3	1.2	1.3	.0	.0	.6	.0	.7
PRINCE GEO.				31.5	32.2	31.1	31.6	34.0	34.2				1.2	.5	1.4
BOWIE	2.3	2.4	.0				1.8	2.1	1.8	.0	4.8	2.0	1.9	1.0	1.4
COPPIN			1.1												
FROSTBURG	3.4	6.1	5.6	2.0	1.7	2.3	2.8	2.0	2.6	.0	3.2	1.0	3.1	.5	4.2
MORGAN	1.1	1.2	1.1				1.2	1.8	1.3	6.4	4.0	.0	3.7	5.2	2.1
ST. MARY'S	5.7		1.1		.5	.6	1.0	1.2	1.2	1.3	1.6	3.0	20.5	25.1	19.1
SALISBURY	.0	9.8	2.2				.8	.9	.6	10.3	5.6	11.2	2.5	1.6	1.4
TOWSON	1.1	2.4	1.1	1.0	1.3	1.4	2.1	2.2	1.7				1.2	2.6	2.1
UM ES	2.2	2.4	5.6												
UMBC	.0	1.2	1.1	.3	.5	1.5	.4	.8	1.8	1.3	.0	1.0	1.9	1.6	.0
UM CP	11.4	2.4	10.0	21.2	21.3	20.9	27.4	23.8	24.8	3.8	6.3	2.0	1.8	15.2	17.3
UM BALT. CY.													1.9		
PRIVATE	11.4	11.0	11.1	2.2	2.6	2.7	2.5	2.5	2.6	6.4	4.8	7.1	5.0	5.8	1.2
OUT OF ST.	26.1	36.6	37.8	39.8	37.7	37.8	25.6	25.4	24.4	26.9	27.8	29.6	36.0	23.6	34.8
#. RESPONSE	88	82	90	5782	6661	6309	4494	4390	4550	78	126	98	161	191	141

MD. H.S. SENIOR COLLEGE PREFERENCE BY COUNTY, 1971, 1972, 1973 (PERCENTAGES)

COUNTY CHOICE	DORCHESTER			FREDERICK			GARRETT			HARFORD			HOWARD		
	71	72	73	71	72	73	71	72	73	71	72	73	71	72	73
ALLEGANY	.6	.0	.7	.8	1.6	1.1	2.6	3.4	2.6	.1	1.0	.3			
A.A.															
CATONSVILLE													13.5	14.2	13.1
CECIL															
CHARLES															
CHESAPEAKE	7.2	6.5	4.3							.6	.4	.6		.7	.6
C.C.BALT.	1.3	4.0	.0							.4	.5	1.4			
DUNDALK															
ESSEX															
FREDERICK				44.5	39.1	44.1									
GARRETT				2.2	3.5	3.0	18.1	41.0	30.7	.3	.6	1.4			
HAGERSTOWN										41.1	48.4	46.5			
HARFORD													20.5	19.8	18.5
HOWARD				1.3	1.5	.9				.9	1.1	.3			
MONT.															
PRINCE GEO.															
BOWIE	11.3	4.8	6.3	.3	.4	.9				.3	.5	.3	.7	1.4	1.0
COPPIN	.6	.0	1.4												
FROSTBURG	2.0	.8	1.4	3.5	5.5	3.9	13.8	7.8	9.6	3.0	2.7	2.6	5.2	2.3	3.3
MORGAN	6.6	7.3	8.7		.4	.7				2.1	1.3	.8	1.0	.9	1.7
ST. MARY'S	2.0	.8	1.4	1.2	.7	.2	.0	.9	.9			.6	1.0	.7	1.1
SALISBURY	11.3	9.7	13.8	.8	.4	.9				2.3	1.3	.8	2.0	1.1	.9
TOWSON	4.0	4.8	1.4	2.0	1.7	1.9	.0	.9	.9	5.2	4.6	6.3	3.1	3.0	2.8
UM ES	3.3	4.8	6.5												
UMBC	2.6	3.2	1.4	.3	.4	.9	.0	.0	.0	.3	.2	.7			
UM CP	11.9	14.5	16.6	12.0	10.1	6.1	10.3	7.8	6.1	1.4	2.3	4.6	8.3	10.7	9.4
UM BALT.CY.	.6									6.2	6.5	5.2	9.9	12.5	11.5
PRIVATE	4.6	5.6	8.7	6.0	5.0	8.1	5.2	.9	3.5	7.1	6.5	5.5	8.1	7.3	5.7
OUT OF ST.	29.8	33.1	29.0	23.3	28.8	25.9	50.0	34.8	45.6	24.2	22.3	22.1	25.0	23.2	28.2
# RESPONSE	151	124	138	593	545		116	115	114	770	821	908	556	562	702

MD. H.S. SENIOR COLLEGE PREFERENCE BY COUNTY, 1971, 1972, 1973 (PERCENTAGES)

COUNTY	CALVERT			CAROLINE			CARROLL			CECIL			CHARLES		
	71	72	73	71	72	73	71	72	73	71	72	73	71	72	73
CHOICE															
ALLEGANY	*	1.3	.7	.0	2.4	.0	1.7	.0	.4	.7	1.0				
A. A.		3.0	.0	.9	.0	.0									
CATONSVILLE		.0	.7	.0	.0	1.0	19.5	19.2	12.5	.0	.7	.3			
CECIL							23.5	25.4	33.3						
CHARLES		1.3	1.4										48.1	53.5	47.1
CHESAPEAKE		1.3	.0	27.8	12.6	15.2							.0	.5	.8
C.C. BALT.				.0	.8	.0	2.2	.7	.2				.0	.9	.0
DUNDALK															
ESSEX		.4	.7				15.1	9.6	7.1				.0	.0	.2
FREDERICK				.0	.8	2.0									
GARRETT															
HAGERSTOWN		.8	1.4							7.7	6.3	5.2			
HARFORD			.7	.0	.8	.0	.7	.0	.4				.0	1.4	.4
HOWARD		1.3	.7	.0	.8	.0							.8	.9	.0
MONT.		10.5	12.1	.0	.0	1.0									
PRINCE GEO.															
BOWIE		8.0	3.5	2.8	.8	.0				.0	1.1	.0	5.0	.9	3.3
COPPIN		1.7	.7	1.8	.0	.0							1.2	.0	.0
FROSTBURG		.8	.7	1.8	1.6	4.0	4.2	5.6	6.3	3.4	1.5	1.3	1.7	1.9	2.5
MORGAN		5.5	8.5	8.3	7.1	8.1	.2	.2	1.1	1.3	.0	1.0	2.0	1.4	1.3
ST. MARY'S		1.7	5.0				1.0	1.6	.4				.8	1.9	2.9
SALISBURY		.8	.7	11.1	11.8	19.2	2.0	1.3	2.0	6.4	4.4	3.6	2.9	2.8	.8
TOWSON		3.0	5.0	1.8	.0	3.0	4.4	8.0	9.4	6.8	4.8	1.6			
UM ES		5.9	6.4	2.8	3.1	2.0				1.3	.0	.0			
UMBC		1.3	2.1	.0	.0	1.0	3.5	1.6	5.8	.0	.7	2.3	.0	.0	1.3
UM CP		15.2	8.5	10.2	9.4	5.1	5.2	9.2	7.1	10.7	9.2	10.4	6.6	6.0	12.4
UM BALT.CY.		2.5													
PRIVATE		13.5	5.7	1.8	5.5	2.0	11.4	12.9	14.7	4.7	4.4	4.5	2.1	1.9	3.3
OUT OF ST.		19.8	34.8	28.7	42.5	36.4	27.4	29.1	30.1	32.5	39.0	34.0	28.2	23.7	22.3
# RESPONSE	*	237	141	108	127	99	405	448	448	234	272	309	241	215	242

FIG.
NOT
AVAILABLE

TABLE 18 - MD. H.S. SENIOR COLLEGE PREFERENCE BY COUNTY, 1971, 1972, 1973 (PERCENTAGES)

CITY	ST. OF MARYLAND			ALLEGANY			ANNE ARUNDEL			BALTIMORE CITY			BALTIMORE COUNTY		
	71	72	73	71	72	73	71	72	73	71	72	73	71	72	73
ALLEGANY	1.3	1.4	1.3	51.3	49.6	47.8									
ANNAPOLIS	3.3	3.3	3.1	.7	.0	.5	41.4	40.0	38.8						
BALTIMORE	4.1	3.9	3.5	.5	.0	.0	8	1.3	1.3	2.2	1.9	2.5	17.6	16.0	13.6
BALTIMORE CITY	.2	.3	.4												
BALTIMORE COUNTY	.5	.6	.6	.5	.8	.1									
BALTIMORE COUNTY	.6	.6	.6				.8	1.0	.6	22.3	19.8	18.6	1.9	1.3	1.3
BALTIMORE COUNTY	4.1	3.2	2.5							4.5	5.5	6.9	.8	1.2	2.1
BALTIMORE COUNTY	.2	.2	.4										15.6	18.7	18.8
BALTIMORE COUNTY	3.4	4.1	4.4												
BALTIMORE COUNTY	1.3	1.0	1.1	.1	1.1	.3									
BALTIMORE COUNTY	.09	1.0	.1	.7	.5	1.0							.6		
BALTIMORE COUNTY	1.1	1.3	1.5												
BALTIMORE COUNTY	1.7	1.6	1.7												
BALTIMORE COUNTY	.5	.5	.7				.4	.8	.9						
BALTIMORE COUNTY	7.0	8.1	7.5												
BALTIMORE COUNTY	5.3	5.5	3.9												
BALTIMORE COUNTY															
BALTIMORE COUNTY	.9	1.1	.8				.7	1.4	.7	1.3	2.5	1.4	1.8	1.6	1.8
BALTIMORE COUNTY	1.0	.9	.5							5.9	5.6	3.8	.6	1.0	.5
BALTIMORE COUNTY	2.4	2.2	2.5	14.6	14.0	16.2	2.2	2.0	2.5	1.1	1.3	.7	.7	.7	.4
BALTIMORE COUNTY	2.7	2.9	2.2				1.3	1.3	1.1	11.5	13.2	12.8	1.0	.7	.6
BALTIMORE COUNTY	.9	.9	.8				.6	.8	1.1	.5			10.4	.7	.6
BALTIMORE COUNTY	1.3	1.4	1.4	.3	.8	1.4	2.3	2.6	2.2	6.1	8.0	7.2	10.4	8.7	10.9
BALTIMORE COUNTY	4.1	4.2	4.4												
BALTIMORE COUNTY	.6	.6	.8							.6	.4	.7			
BALTIMORE COUNTY	3.6	3.9	4.9	.1	.4	.7	4.9	4.8	7.0	7.8	9.3	11.5	8.7	9.1	9.2
BALTIMORE COUNTY	15.6	14.5	14.4	4.9	4.9	5.6	13.2	11.8	11.4	11.1	10.2	9.7	10.5	8.9	9.0
BALTIMORE COUNTY	.2	.3	.3				.6	.6	.6	.7	.7	.9			
BALTIMORE COUNTY	6.1	5.5	5.7	2.3	2.3	3.0	8.2	6.4	6.0	10.9	7.7	8.8	9.1	9.4	9.7
BALTIMORE COUNTY	25.5	25.9	26.1	23.1	23.6	21.9	18.5	21.8	21.6	12.3	12.9	12.9	19.5	20.4	20.2
BALTIMORE COUNTY	26,897	27,871	27,230	567	609	556	2043	2154	2071	4334	3897	3674	4632	4901	4861
UNANSWERED	46,382	48,727	49,229												

County		Attend or Complete High School		Attend or Complete College	
		Number	%	Number	%
T. MARY'S	Community Colleges	14	15	3	6
	State Colleges	27	28	16	30
	University of Maryland	16	17	11	21
	Private Colleges	10	11	3	6
	Out of State	28	29	20	38
		95	64	53	36
OMERSET	Community Colleges	1	1	0	0
	State Colleges	15	19	7	20
	University of Maryland	35	45	11	31
	Private Colleges	9	12	5	14
	Out of State	18	23	12	34
		78	69	35	31
ALBOT	Community Colleges	37	29	11	14
	State Colleges	18	14	10	13
	University of Maryland	24	18	9	12
	Private Colleges	23	18	17	22
	Out of State	27	21	30	39
		130	63	77	37
ASHING- ON	Community Colleges	234	53	111	37
	State Colleges	30	7	20	7
	University of Maryland	36	8	21	7
	Private Colleges	59	13	32	11
	Out of State	82	19	116	39
		441	60	300	40
ICOMICO	Community Colleges	4	2	3	1
	State Colleges	64	40	52	24
	University of Maryland	32	20	27	13
	Private Colleges	23	15	31	14
	Out of State	36	23	101	47
		159	43	214	57
OR- ESTER	Community Colleges	0		1	1
	State Colleges	35	30	25	37
	University of Maryland	33	28	9	13
	Private Colleges	25	21	11	16
	Out of State	24	21	21	31
		117	64	67	36

Source: Maryland State Department of Education. Division of Research
(December 1973).

County		Attend or Complete High School		Attend or Complete College	
		Number	%	Number	%
ARFORD	Community Colleges	259	52	195	40
	State Colleges	45	9	56	11
	University of Maryland	47	9	51	10
	Private Colleges	84	17	58	12
	Out of State	62	13	128	26
		499	51	488	49
OWARD	Community Colleges	99	44	123	33
	State Colleges	30	13	46	12
	University of Maryland	43	19	108	29
	Private Colleges	16	7	42	11
	Out of State	38	17	54	14
		226	38	373	62
ENT	Community Colleges	12	23	7	16
	State Colleges	5	9	6	14
	University of Maryland	6	11	10	23
	Private Colleges	11	21	7	16
	Out of State	19	36	14	32
		53	55	44	45
ONTGOMERY	Community Colleges	574	48	1374	26
	State Colleges	71	6	241	5
	University of Maryland	244	20	1140	22
	Private Colleges	95	8	336	6
	Out of State	215	18	2128	41
		1199	19	5219	81
RINCE EORGE	Community Colleges	831	44	774	28
	State Colleges	158	8	239	8
	University of Maryland	437	23	784	29
	Private Colleges	132	7	180	7
	Out of State	319	18	764	28
		1877	41	2742	59
UEEN NNE	Community Colleges	21	38	16	31
	State Colleges	6	11	9	17
	University of Maryland	3	5		
	Private Colleges	12	21	12	23
	Out of State	14	25	15	29
		56	52	52	48

County	Type of School	Attend or Complete High School		Attend or Complete College	
		Number	%	Number	%
CAROLINE	Community Colleges	10	17	9	18
	State Colleges	18	31	15	30
	University of Maryland	5	9	3	6
	Private Colleges	6	10	6	12
	Out of State	19	33	16	33
		58	54	49	46
CARROLL	Community Colleges	67	26	32	14
	State Colleges	49	19	35	16
	University of Maryland	27	11	33	15
	Private Colleges	57	22	45	20
	Out of State	57	22	76	34
		257	54	221	46
CECIL	Community Colleges	75	35	49	37
	State Colleges	8	4	16	11
	University of Maryland	20	9	19	14
	Private Colleges	46	22	12	9
	Out of State	64	30	38	28
		213	61	134	39
CHARLES	Community Colleges	66	52	46	41
	State Colleges	15	12	12	11
	University of Maryland	15	12	17	15
	Private Colleges	7	5	7	6
	Out of State	25	19	29	26
		128	54	111	46
DOR- CHESTER	Community Colleges	6	6	1	2
	State Colleges	33	34	11	23
	University of Maryland	21	21	13	28
	Private Colleges	13	13	8	17
	Out of State	25	26	14	30
		98	68	47	32
FREDERICK	Community Colleges	193	46	87	32
	State Colleges	30	7	16	6
	University of Maryland	24	6	18	7
	Private Colleges	120	29	54	20
	Out of State	51	12	96	35
		418	61	271	39
GARRETT	Community Colleges	26	32	12	26
	State Colleges	6	7	7	15
	University of Maryland	4	5	2	4
	Private Colleges	18	22	2	4
	Out of State	28	34	24	51
		82	64	47	36

TABLE 17 - EFFECTS OF PARENTS' EDUCATION ON H.S. SENIORS'
COLLEGE PREFERENCE BY COUNTY, 1973

County	Type of School	Attend or Complete High School		Attend or Complete College	
		Number	%	Number	%
STATE OF MARYLAND	Community Colleges	5048	40	4240	27
	State Colleges	1736	14	1652	10
	University of Maryland	2175	16	3308	21
	Private Colleges	1843	15	1626	10
	Out of State	1844	15	5152	32
		12,646	44	15,978	56
ALLE- GANY	Community Colleges	201	50	76	34
	State Colleges	50	12	49	22
	University of Maryland	20	5	14	6
	Private Colleges	75	19	19	8
	Out of State	57	14	63	28
		403	65	221	35
ANNE ARUNDEL	Community Colleges	493	46	390	33
	State Colleges	86	8	103	9
	University of Maryland	175	16	211	18
	Private Colleges	166	16	181	15
	Out of State	147	14	296	25
		1,067	47	1,181	53
BALT. CITY	Community Colleges	735	30	216	19
	State Colleges	592	24	261	23
	University of Maryland	474	19	290	25
	Private Colleges	477	19	140	12
	Out of State	197	8	243	21
		2,475	68	1,150	32
BALT. COUNTY	Community Colleges	1053	45	674	25
	State Colleges	312	13	376	14
	University of Maryland	387	17	501	19
	Private Colleges	330	14	399	15
	Out of State	253	11	707	27
		2,335	46	2,657	54
CALVERT	Community Colleges	20	17	6	14
	State Colleges	23	19	11	26
	University of Maryland	16	13	7	16
	Private Colleges	27	23	5	12
	Out of State	33	28	14	33
		119	74	43	26

Table 16 - COMPARISON OF ENTERING FRESHMAN
PROBABLE OR INTENDED FIELD OF STUDY

PROBABLE OR INTENDED FIELD OF STUDY	ACE 1/ NATIONAL NORMS 1967	ACE 2/ NATIONAL NORMS 1972	ACE 3/ NATIONAL NORMS 1973	ACE 3/ UMBC NORMS 1973	COLLEGE 4/ BOARD SUMMARY OF UMBC ENROLLING FRESH.
	%	%	%	%	%
AGRICULTURE	3.3	4.2	1.4	0.5	2
ARCHITECTURE					1
BIOLOGICAL SCIENCES	3.8	5.3	7.9	10.5	21
BUSINESS	11.8	9.2	13.4	6.0	5
EDUCATION	9.3	6.1	16.1	6.9	6
ENGINEERING	11.4	7.3	5.1	2.2	3
ENGLISH	3.6	1.6	2.1	1.0	3
ETHNIC STUDIES					0
FINE ARTS	8.8	10.0	7.0	3.0	1
FOR. LANGUAGES					3
HEALTH PROFESSIONS	6.5	9.5	8.8	26.6	a/
HISTORY, POL. SCI.	5.6	4.0	2.1b/	1.0	
HOME ECON.			1.1	0.5	1
HUMANITIES	4.0	3.7	3.5	2.0	
JOURNALISM					2
MATHEMATICS	4.1	2.5	2.3	3.6	5
MUSIC					1
PHILOSOPHY					0
PHYSICAL SCIENCE	3.7	2.4	1.1	1.4	5
PHYSICS			2.0	2.7	
PRE-PROFESSIONAL	9.8	13.3			
PSYCHOLOGY			4.2	6.7	
SOCIAL SCIENCE	7.0	8.2	6.7	6.7	19
SOCIAL WORK			2.1	2.4	
TECHNICAL FIELDS	1.8	3.9	2.9	0.9	1c/
OTHER FIELDS (NON-TECH)	4.0	4.3	4.6	8.7	
UNDECIDED	1.7	4.3	5.5	6.1	7

a/ (NURSING)

b/ (HISTORY, GEOGRAPHY)

c/ (VOCATIONAL)

SOURCE: 1/ AMER COUNCIL ON EDUC. NATIONAL NORMS FOR ENTERING COLLEGE FRESHMAN FALL 1967. (p. 30) (OFFICE OF RESEARCH)
 2/ AMER. COUNCIL ON EDUC. THE AMERICAN FRESHMAN: NATIONAL NORMS FOR FALL '72. (p. 37) (OFFICE OF RESEARCH)
 3/ AMER COUNCIL ON EDUC. SUMMARY OF DATA ON ENTERING FRESHMAN FOR FALL 1973. (NATIONAL 4 yr. COLLEGE NORMS & UMBC)
 4/ COLLEGE ENTRANCE EXAMINATION BO. ATP SUMMARY REPORT ON 1972-1973 COLLEGE BOUND H.S. SENIORS. PROFILE OF ENROLLING FRESHMAN. UNIV OF MD. BALTIMORE COUNTY.

Table 15

Maryland High School Seniors Probable or Intended
Field of Study.

	<u>Male</u>		<u>Female</u>		<u>Total</u>	
	PCT		PCT		PCT	
AGRICULTURE	4		1		2	
ARCHITECTURE	3		0		2	
ART	2		6		4	
BIOLOGICAL SCIENCES	17		10		14	
BUSINESS	11		5		8	
EDUCATION	4		16		10	
ENGINEERING	10		0		5	
ENGLISH	2		5		4	
ETHNIC STUDIES	0		0		0	
FOREIGN LANGUAGE	0		3		2	
HOME ECONOMICS	0		3		2	
JOURNALISM	2		2		2	
MATHEMATICS	4		3		4	
MUSIC	2		2		2	
NURSING	2		14		3	
PHILOSOPHY	1		1		1	
PHYSICAL SCIENCE	6		2		4	
SOCIAL SCIENCE	17		19		18	
VOCATIONAL	3		1		2	
UNDECIDED	8		6		7	

Source:

"College Board ATP Summary Report on 1972-73 College Bound High School Seniors":
This is a State Wide Report compiled by the College Entrance Examination Board
in Princeton New Jersey, and was obtained through the Superintendent of
Education, Dr. James Sensenbaugh. Maryland Department of Education.

Note:

There is no trend material on this, as Maryland only began receiving this summary

Table 14

PERSONS INFLUENTIAL IN HELPING MARYLAND HIGH SCHOOL
SENIORS IN CHOICE OF COLLEGE. (MARYLAND DATA BY RACE FOR 1970)

TYPE OF PERSON	BLACK %	WHITE %	TOTAL %
College Repres.	13.0	5.9	6.6
Counselors (H.S)	19.6	12.9	13.6
H.S. Teachers	5.3	3.6	3.7
Parents	21.9	32.6	31.4
Relatives	7.0	5.4	5.6
Friends	12.8	16.4	16.0
A College Student	20.2	23.2	22.9

Source: Data was obtained from the Dept. of Education. The Maryland High School Graduate Follow-up Study, A Technical Report, 1970, (1973) page 164.

Table 13

College Preferences For Maryland College Bound H.S. Seniors, 1972-73

<u>IN-STATE-PUBLIC</u>		<u>NUMBER</u>	<u>PERCENT</u>
U. Of Md. College Park		10,601	41
Towson State		4,922	19
U.M.B.C.		3,726	15
Frostburg State		2,645	10
Essex C. C.		1,523	8
Montgomery C. C.		1,473	6
Prince Georges C. C.		1,442	6
Western Md. C.		1,434	6
Galisbury State		1,350	5
Morgan State		1,304	5
Univ. Of Baltimore		786	3
St. Mary's College		592	2
<u>IN-STATE PRIVATE</u>			
Johns Hopkins		1,428	6
Loyola		1,259	5
U.S. Naval Academy		603	2
<u>OUT-OF-STATE</u>	<u>STATE</u>		
Univ. Of Virginia	Va.	1,141	4
Univ. Of Delaware	De.	810	3
Penn. State Univ.	Pa.	778	3
Duke Univ.	Nc.	758	3
Geo. Washington Univ.	Dc.	637	2
American Univ.	Pc.	616	2
Univ. Of Miami	Fl.	608	2
Cornell Univ.	N.Y.	607	2
Virginia Polytech.	Va.	601	2
U. Of No. Carolina(Chpl Hill)	N.C.	600	2
Coll. Of Wm. and Mary	Va.	593	2

Released by Dr. James Sensenbaugh, Md. State superintendent of Education, February 1974. (Extract of Maryland College Bound H.S. Seniors who took College Board Exams).

Table 12 Type of School Attending

	1970	1971	1972
Type of School	%	%	%
4 Year College or University	57.4	59.0	58.8
Community or Jr. College	29.5	29.3	30.1
Technical or Trade Sch.	3.4	3.2	2.9
Business School	2.2	2.6	2.0
School of Nursing	2.2	1.9	2.0
Art, or Music School	.8	.8	.8
Military or U.S. Service	1.3	1.1	1.2
Adult Education	.5	.4	.3
Other	2.7	1.8	1.8

Source: 1970 data was obtained from: Maryland Department of Education. Division of Research and Evaluation. The Maryland High School Graduate Follow-up Study, A Technical Report, 1970. (1973). page 173.

1971 and 1972 data was obtained from the annually administered follow-up study. This data comes from the second part of the study that ~~was~~ administered in December of 1971 and 1972. The percentages are estimated from responses that were returned by over 50 percent of the graduating classes on item 45 of the questionnaire.

Table 11 - Maryland H.S. Senior College preference by Sector
by county(1973)

COLLEGE THAT STUDENTS WISH TO ATTEND -- BY LOCAL UNIT

LOCAL UNIT	COMMUNITY COLLEGES	STATE COLLEGES	UNIV. OF MD.	PRIVATE COLLEGES	OUT-OF-STATE COLLEGES	TOTAL GRADUATES
Allegany	281	100	36	17	122	556
Anne Arundel	906	197	396	124	448	2071
Baltimore City	1072	966	838	322	476	3674
Baltimore County	1800	700	908	470	983	4861
Calvert	26	34	24	8	49	141
Caroline	19	34	8	2	36	99
Carroll	101	86	60	66	135	448
Cecil	127	24	39	14	105	309
Charles	120	27	33	8	54	242
Chorchester	7	45	34	12	40	138
Frederick	286	48	43	46	148	571
Garrett	38	13	7	4	52	114
Harford	465	103	98	50	192	908
Howard	235	77	152	40	198	702
Kent	19	11	16	10	34	90
Montgomery	2015	318	1421	168	2387	6309
Prince George's	1672	418	1234	118	1108	4550
Queen Anne's	41	17	4	7	29	98
St. Mary's	19	43	28	2	49	141
Somerset	1	23	50	5	32	111
Talbot	52	28	38	15	60	193
Washington	357	51	57	34	202	701
Wicomico	8	116	59	17	141	341
Worcester	1	61	42	10	46	160
Total	9767	3540	5625	1569	7178	22667
Percentage	42.6	15.6	24.8	6.9	31.6	

SOURCE: Maryland State Department of Education
Pre-Graduation plans/class of 1973
(Dec, 1973)

Table 10

Major Reasons Or Influences In Selecting College To Attend

Reasons or Influence	National ^{a/} Norms 1967	National ^{b/} Norms 1972	National ^{c/} Norms 1973	UMBC ^{c/} 1973
Academic Reputation	52.8	56.3	57.0	49.4
Parents Or Relative	44.0	8.3	8.8	10.3
Low Cost	20.9	21.3	19.2	33.1
Offered Tuition Assistance	*	12.7	22.3	12.7
Wanted To Live Away From Home	20.5	27.3	20.5	12.8
Wanted To Live At Home	*	6.3	8.6	24.5
H.S. Teacher Or Counselor	18.3	*	5.7	3.4
Advice f Guidance Counselor	3.2	3.9	9.4	9.5
Graduate Or Other College Repres.	11.8	*	*	*
Friends (Or Someone) Who Attended)	18.1	19.8	20.9	14.7
Social Life OF College	10.1	*	*	*
Athletic Program	5.8	10.2	*	*
Special Education Program Offered	*	24.9	31.5	30.4

Source: a/ American Council on Education. National Norms For Entering College Freshmen- Fall 67. (Norms for public universities)

b/ American Council on Education. The American Freshman- National Norms for Fall 72. (norms for public universities)

c/ American Council on Education. " Summary of Data on Entering Freshman for Fall of 1973". (This data compares UMBC with 4yr college national norms)

Note: An asterisk (*) in a column indicates that the question was not not listed in the particular study.

Table 9

College Age Population, (15-24 Years Old), 1970-1980.

(By County)

<u>County</u>	<u>1970 (actual fig.)</u>	<u>1980 (projected)</u>
<u>1/</u> Anne Arundel	55,842	73,000
<u>1/</u> Baltimore City	155,710	161,400
<u>1/</u> Baltimore County	101,923	128,700
Carroll	10,986	14,200
<u>1/</u> Harford	21,543	28,500
<u>1/</u> Howard	9,220	20,900
Montgomery	84,387	122,543
Prince George	129,112	150,490

Source: 1970 data obtained from the U.S. Census of Population, Volume 1, Characteristics of the Population, Part 22, Maryland. (GPO, 1973)

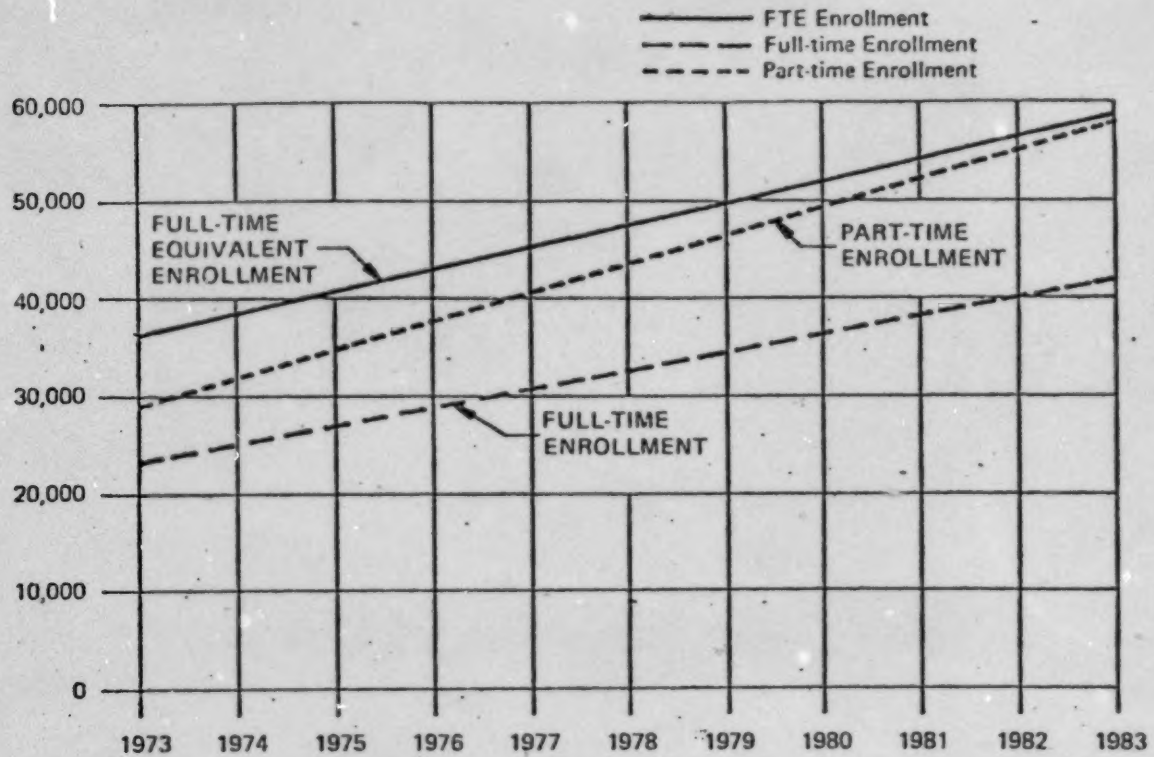
1980 data for Anne Arundel, Baltimore City, Baltimore County, Carroll County, Harford, and Howard County was obtained from the Regional Planning Council. The document is labeled "Memorandum, November 8, 1971"

1980 data for Montgomery County and Prince George's County was obtained from Maryland-National Capital Park and Planning Commission. The Montgomery County Projections are in document titled "Population and Household Growth Forecast" published by the Commission in 1972. The Prince George County Projections were obtained from unpublished information.

1/ U. S. Census Baltimore Standard Metropolitan Statistical Area (1970 total - 344,238; 1980 total - 412,500).

Table 8

MARYLAND PUBLIC COMMUNITY COLLEGE ENROLLMENT PROJECTIONS ^{a/}
1973-1983



^{a/} Projected individual college enrollments are included in Chapter VIII.

Table 7

MARYLAND PUBLIC COMMUNITY COLLEGE STUDENT CHARACTERISTICS
ENROLLMENT, FALL 1972

Student distribution by age:

Under 17-	39	20- 5,863	40-49- 2,872	Median age: 22
17-	1,745	21- 4,356	50-59- 966	
18-	5,523	22-29- 13,362	Over 60- 170	
19-	8,119	30-39- 6,491		

Number of married students: 17,120 (33 percent)

Employment status:

Number students employed full-time: 21,975 (42 percent)

Number students employed in jobs related to college program of studies:
5,326 (10percent)

In-and-outers. Number of students enrolled who were previously enrolled at a Maryland Community College who have not attended for one semester or more: 4,670 (9 percent)

Number of students who transferred from four-year colleges and universities into a Maryland Community College in September 1972: 3,187 (6 percent)

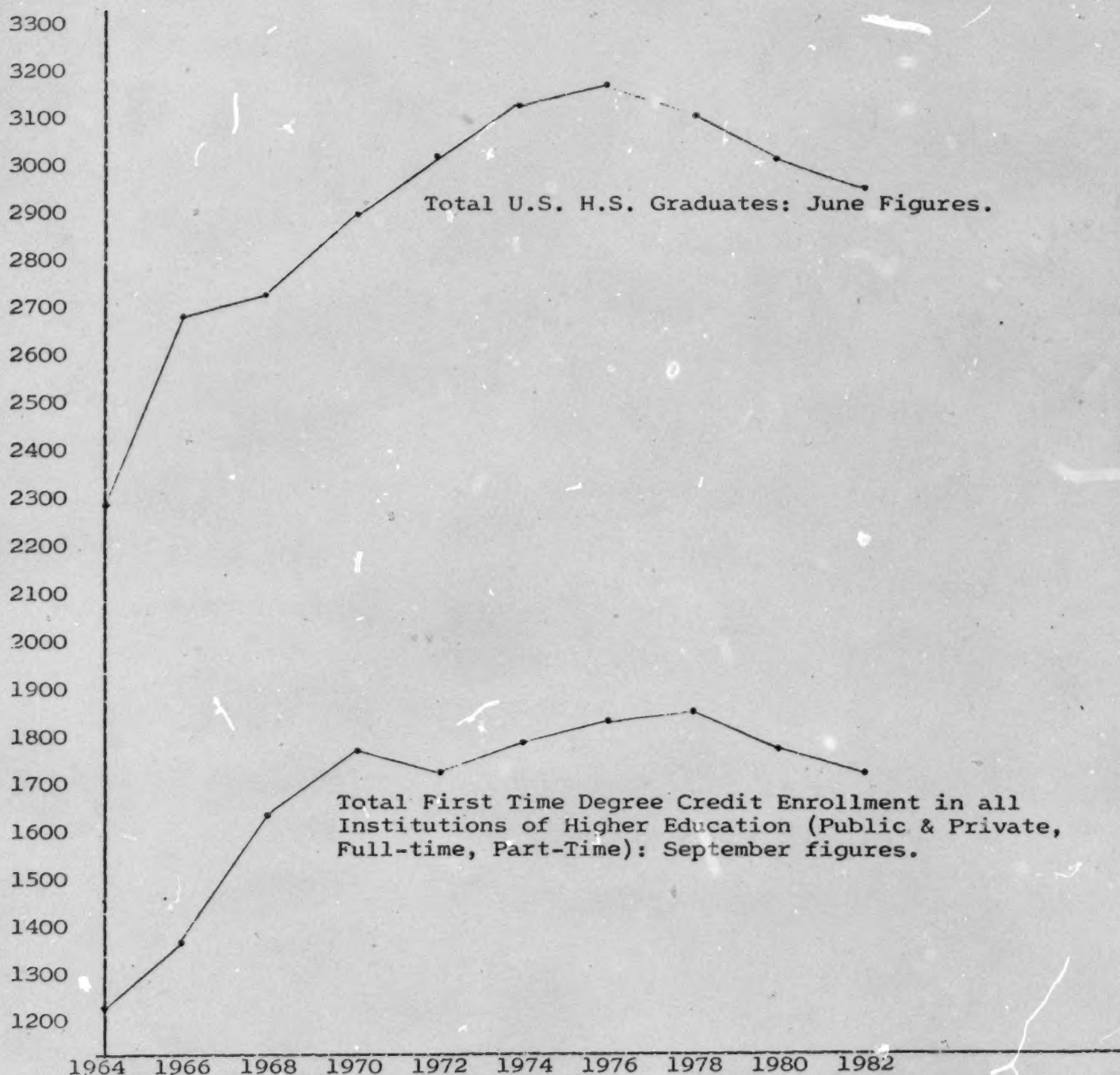
Number of students who transferred from Community Colleges into Maryland four-year Colleges and Universities in September 1972: 3,006 (6 percent)

Table 6 - SOURCE OF STUDENTS FOR THE ENTERING CLASS OF FALL 1971-1974

	Transfer Students			Total	Readmit	Special	Total	% Increase over previous year
	All New	Other	from 4yr. UM Col.					
Fall '74	1440	79	159	193	431	127	242	2240
% of Total	54.28	3.50	7.09	8.61	(19.24)	5.66	10.80	10.8
Fall '73	1359	68	147	238	453	87	122	2021
% of Total	67.24	3.36	7.27	11.77	(22.41)	4.30	6.03	2.6
Fall '72	1299	77	138	265	480	92	98	1969
% of Total	65.67	3.91	7.00	13.45	(24.37)	4.67	4.97	16.8
Fall '71	1124	80	125	251	456	73	32	1685
% of Total	66.70	4.74	7.41	14.89	(27.06)	4.33	1.89	20.1

Source: Admissions Statistics Report (Type of Applicant Sort)

Table 5 Number of U.S. H.S. Seniors Who Go To College
(in thousands)



NOTE: This table matches June H.S. Graduates against fall entering first time students.

Source: Projections of Education Statistics, 1981-1982. U.S. Dept. of Health, Education and Welfare, Estimates and Projections Branch.

Table 4

Percentage of Maryland H.S. Seniors Who Continue Their Education
 (Total includes in state and out of state choices)

Year	Percentage *	Category
1963	44.0	H.S. Graduates Who Continue Education
1964	46.3	"
1965	46.4	"
1966	46.2	"
1967	46.0	"
1968	47.5	"
1969	48.2	"
1970	56.2	"
1971	48.1	"
1972	46.3	"

Source: Data for years 1963-1969 was obtained from the Maryland State Department of Education, Annual Report # 104, Table 37. Data for 1970 was obtained from: Maryland State Department of Education. The Maryland High School Graduate Follow-up Study, A Technical Report, 1970, (p.193).

Data for 1971-1972 was obtained from unpublished material gathered in the annually administered Follow-up Study by the Maryland State Department of Education, Division of Research.

Note: The percentages after 1970 are estimates obtained from survey data representing responses from over 50% of the graduating classes.

Note: Figures for 1971 and 1972 can be broken down to show racial breakdowns.

1971		1972	
BLACK	WHITE	BLACK	WHITE
31.5	50.2	30.3	48.4

Table 3 - Percentage Increase or Decrease in H.S. Seniors in the
Baltimore Standard Metropolitan Statistical Area, 1968-1980.

<u>Counties in SMSA</u>	<u>ACTUAL CHANGE 1968-1972</u>	<u>PROJECTED CHANGE 1972-1976</u>	<u>PROJECTED CHANGE 1976-1980</u>
Anne Arundel	+22%	+28%	-6%
Baltimore City	+11%	+ 9%	-5%
Baltimore County	+22%	+16%	+12%
Harford	+29%	+26%	+ 1%
Howard	+35%	+55%	+17%

SOURCE: Maryland State Department of Education, Division of Research.

Table 2

Number of High School Seniors in State of Maryland, 1968-1983.

	Actual Figure 1968	Actual Figure 1972	Projected 1976	Projected 1980	Projected 1983
State of Maryland (Public)	42,631	51,546	61,027	62,002	56,895
State of Maryland (non-Public)	6,052	6,408	NA	NA	NA

High School Seniors by
County(Public Schools only)

Allegany	1,276	1,277	1,300	1,299	1,226
Anne Arundel	3,170	3,872	4,954	4,681	4,566
Baltimore City	7,346	8,140	8,865	8,406	7,475
Baltimore County	7,402	8,996	10,412	11,677	9,168
Calvert	250	301	425	394	397
Caroline	285	318	359	381	364
Carroll	767	993	1,367	1,513	1,552
Cecil	583	744	890	977	906
Charles	483	645	1,055	1,218	1,201
Dorchester	362	395	471	428	417
Frederick	1,067	1,311	1,559	1,353	1,961
Garrett	295	311	399	448	431
Harford	1,243	1,609	2,028	2,254	2,365
Howard	753	1,017	1,577	1,845	2,329
Kent	208	217	295	263	236
Montgomery	7,142	9,176	10,174	9,630	8,382
Prince George's	6,414	8,129	10,147	10,256	9,177
Queen Anne's	246	271	334	334	321
St. Mary's	438	555	759	880	911
Somerset	263	270	283	305	333
Talbot	250	291	345	349	308
Washington	1,339	1,519	1,589	1,697	1,518
Wicomico	672	789	965	960	910
Worcester	377	400	475	454	441

Source: 1968 data obtained from: Maryland State Department of Education.
Annual Report #103, Table 46.

Figures for 1972,1976,1980,and 1983 were taken from unpublished data supplied by the Maryland State Department of Education, Division of Research.

Figures on Nonpublic Schools was obtained from the Maryland Department of Education, Division of Research. This is unpublished material, and the Department of Education does not project figures for Non-public education.

Table 1

MARYLAND BIRTHS ACTUAL AND PROJECTED

	ACTUAL 1964	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977
BALTIMORE CITY	21907	19907	19127	17985	16714	16325	16089	15070	15900	15800	15700	15500	15500	15500
ALLEGANY	1508	1507	1384	1259	1266	1264	1337	1268	1300	1270	1275	1260	1260	1260
ANNE ARUNDEL	5584	5197	5048	4989	4974	5071	5088	5009	5100	5050	5050	5000	5000	5000
BALTIMORE	10793	10044	9937	9598	9425	9254	9184	8629	8550	8500	8500	8500	8500	8500
CALVERT	463	466	461	450	405	402	441	425	440	440	430	430	430	430
CAROLINE	397	371	380	326	309	302	335	317	330	340	340	350	350	350
CARROLL	1171	1120	1087	1081	1086	994	1146	1096	1200	1200	1250	1250	1250	1250
CECIL	1403	1239	1175	1110	1081	1094	1088	1024	1075	1050	1050	1050	1050	1050
CHARLES	1080	1004	982	1009	1001	1057	1066	1043	1090	1100	1200	1200	1200	1200
DORCHESTER	551	508	480	446	479	405	455	454	440	430	440	440	440	440
FREDERICK	1691	1602	1483	1417	1442	1424	1519	1476	1550	1500	1500	1500	1500	1500
GARRETT	435	431	431	364	386	361	378	386	375	370	370	370	370	370
HARFORD	2315	2202	2136	2006	2056	2119	2251	2218	2300	2300	2350	2350	2350	2350
HOWARD	1058	980	819	862	861	927	1026	1032	1100	1200	1200	1200	1200	1200
KENT	332	290	267	236	245	243	258	229	260	270	270	280	280	280
MONTGOMERY	8417	7973	7705	7464	7797	8239	8187	7508	8300	8200	8000	8000	8000	8000
PRINCE GEORGE'S	13475	13627	13861	14028	14028	14631	14337	13303	13400	13400	13500	13500	13500	13500
QUEEN ANNE'S	362	294	279	243	233	274	265	269	260	270	275	280	280	280
S. MARY'S	1496	1307	1179	1218	1131	1178	1240	1189	1200	1150	1150	1150	1150	1150
SOMERSET	357	342	292	267	236	262	296	285	290	290	300	300	300	300
TALBOT	445	429	368	309	319	304	340	284	320	320	320	320	320	320
WASHINGTON	2003	1816	1816	1788	1695	1713	1705	1638	1700	1700	1700	1700	1700	1700
WICOMICO	1090	980	948	840	800	831	893	879	950	1000	1000	1000	1000	1000
WORCESTER	510	501	472	431	438	393	393	368	400	400	400	400	400	400
STATE TOTALS	79003	74137	72117	69726	68407	69067	69317	65399	67830	67980	67570	67330	67330	67330

Source: Maryland Department of Planning; Public School Enrollment Projections, 1972-1982,
(May 1973) p.26.

Note: New projections are expected to be available July 1974.

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